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JAN 31 2002

In response to PSC 113.0609 regarding Customer Satisfaction Surveys, Wisconsin Public Service Corporation is submitting the results from its year 2000 Customer Value Tracking studies, as specified in the proposed methodology previously submitted to the PSCW on March 29, 2001. As the timeline on page five of the methodology proposal specifies, Public Service did not perform any data collection in the year 2001. Page five of the proposed methodology outlines the reporting timeframe of this and future data submittals.

At the time of the methodology submittal, Public Service had indicated that various aspects of its value tracking surveys were in a state of transition. Included in this submittal is an updated approach outlining the final design and sampling plan for year 2000 as well as year 2002 data collection. (This can replace page two of the original methodology proposal.) You will notice that we have not submitted year 2000 survey instruments due to the substantial changes we will be making to them for the year 2002 surveys. The refined year 2002 versions are more consistent with our customer value philosophy moving forward, and we will be submitting them to you under separate cover within the next month or two, when they have been finalized.

We believe that the PSCW Staff will find our submittal to be in compliance with PSC 113 code requirements and the methodology we agreed on previously. If you have any questions or need clarification, please contact me at (920) 433-7614.

Regards,

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Data Collection Approach		
	Year 2000	Year 2002
Research Objectives	<ul style="list-style-type: none"> * Identify and track customer values * Measure and track performance on a variety of service quality attributes 	<ul style="list-style-type: none"> * Measure and track performance on select service quality attributes identified as most valued by customers
Types of Survey Questions	<u>Exhaustive list of service quality attributes:</u> Performance rating of "1" to "10" on such attributes as "knowledgeable employees," response time," "providing accurate bills," etc.	<u>Select list of service quality attributes based on customer value:</u> Performance rating of "1" to "10" on select service quality attributes (to be determined this year)
Survey Type	Res and Ag = mail C&I = phone	Res and Ag = mail C&I = phone
Sample Size	Sample stratified within sector and then randomly generated (based on WI service territory) Res = 2,586 C&I = 806 Ag = 1,600	Sample stratified within sector and then randomly generated (based on WI service territory) Res = 635 C&I = 1020 Ag = 900
Survey Administration and Implementation	Independent entity: <ul style="list-style-type: none"> * survey fielding * data entry WPSC market research staff: <ul style="list-style-type: none"> * data analysis * report Collaborative role: <ul style="list-style-type: none"> * survey design 	Independent entity: <ul style="list-style-type: none"> * survey fielding * data entry WPSC market research staff: <ul style="list-style-type: none"> * survey design * data analysis * report
Annual timing	Fielding <ul style="list-style-type: none"> * 4th quarter of year Reporting <ul style="list-style-type: none"> * 1st quarter of subsequent year 	Fielding <ul style="list-style-type: none"> * 1st and 3rd quarters of year (residential and C&I sectors) * 1st quarter only (agricultural sector) PSCW Reporting <ul style="list-style-type: none"> * 1st quarter of subsequent year (next submittal due Jan 31, 2003)

Note that our surveys will continue to evolve based on what customers are telling us they value. Therefore, for comparability purposes, it's important to note that year 2002 and beyond survey data may produce a different set of attributes than those submitted in this attachment.

Year 2000 Customer Satisfaction Data Submittal in Response to PSC 113 Code Request

Background:

Public Service has recognized the need to identify and understand what customers value to guide business plan development and service quality improvement efforts. In doing so, the company had conducted a baseline assessment of overall customer value and service quality attributes in 2000 in all market sectors (residential, commercial/industrial, and agricultural.). In the future, Public Service will continue to measure and track performance of these attributes on a semi-annual basis in the residential and commercial & industrial markets, and on an annual basis in the agricultural market. The attached data reflects year 2000 results.

The primary research objectives of the year 2000 studies, relating specifically to the PSC 113 request, are as follows:

- Identify what service quality and corporate characteristics drive customer value (i.e. what do customers desire most from Public Service?)
- Assess Public Service's performance on various service quality attributes and corporate characteristics

Public Service includes this corporate characteristics performance data along with the service quality performance data because there is a strong interplay between the two. We have learned through our research that customer perceptions of how we conduct ourselves as a company contribute to their evaluation of our services. In providing performance data on corporate characteristics in addition to service quality data, the PSCW will have a more accurate picture of what customers have come to associate with their utility in the course of conducting core utility business. Examples of the data you will see relating to these characteristics include customers' perceptions of whether Public Service provides services that are worth the cost and whether Public Service conducts utility processes in a manner that protects the environment. Should Public Service fail to meet expectations in these areas, the overall satisfaction with the services we deliver directly to customers will be impacted.

Methodology and Sampling Design:

Residential – A mail survey was conducted with 2,586 year-round residential customers. (Seasonal customers were excluded from the sample.) Sample was stratified by division, and randomly generated within each division. To encourage greater participation levels, respondents received an incentive of \$2.

Commercial/Industrial – A telephone survey was conducted with 806 commercial/industrial customers. Sample was stratified according to specific revenue classifications, and randomly generated within each revenue classification. To encourage greater participation levels, the largest customers received an incentive of \$25.

Agricultural – A mail survey was conducted with 1,600 agricultural customers. Sample was stratified by customer type (i.e. dairy, livestock, crop, etc.) as well as specific revenue classifications. Cases were randomly sampled in strata where there were a sufficient number of agricultural customers. A census was used in strata where there were only a small number of customers. To encourage greater participation levels, respondents received a \$2 incentive.

The above-mentioned samples sizes will yield an error band of at least +/- 5% at the 95% confidence level. That is, you could be 95% certain that the sample data is within 5% percentage points of the actual population. Or, in other words, if you conducted the same survey 100 times, using the same sampling method, that 95 times out of 100, the results would be within 5% of the “true” findings (had we surveyed everyone in the target audience.)

Year 2000 Customer Satisfaction Results

The data that follows are those aspects of service quality and company characteristics that, through our research, have been identified as contributing the most to the customer's perception of value. In other words, these are the areas that matter most to the customer, and therefore are areas that Public Service is committed to focusing its improvement efforts on. Within each market sector, the data is split into two categories – those service quality and/or company characteristics that drive these improvements followed by other service quality and/or company characteristics that still remain important in the eyes of our customers, but do not indicate additional areas for improvement at this time.

Middle Market

Question: Using a 10-point scale, with “10” meaning “excellent” and “1” meaning “poor,” please rate the way you feel about the following aspects of service provided by your local (electric) utility. How would you rate Public Service on:

Most Valued Characteristics

1. Provides bills that are easy to understand

Base:	Electric
Sample Size:	N= 296
Mean:	8.27
Median:	8.58

2. Friendly and courteous employees

Base:	Electric
Sample Size:	N= 291
Mean:	8.45
Median:	8.72

3. Innovative and creative in proposing solutions to my organization's energy needs

Base:	Electric
Sample Size:	N= 237
Mean:	7.03
Median:	7.44

4. Is easy to do business with

Base:	Electric
Sample Size:	N= 302
Mean:	8.13
Median:	8.49

5. Provides promised information quickly

Base:	Electric
Sample Size:	N= 267
Mean:	7.81
Median:	8.11

6. Demonstrates that it is a stable, dependable company for the long term

Base:	Electric
Sample Size:	N= 302
Mean:	8.65
Median:	8.96

7. Works to protect the environment

Base:	Electric
Sample Size:	N= 222
Mean:	7.39
Median:	7.77

8. Provides energy and services at an affordable cost

Base:	Electric
Sample Size:	N= 266
Mean:	6.88
Median:	7.08

Important Characteristics

9. Number of nuisance outages under one minute

Base:	Electric
Sample Size:	N= 277
Mean:	7.79
Median:	8.54

10. Number of nuisance outages more than one minute

Base:	Electric
Sample Size:	N= 274
Mean:	7.61
Median:	8.36

11. Frequency of outages that shut down business

Base:	Electric
Sample Size:	N= 280
Mean:	8.04
Median:	8.74

12. Frequency of voltage variations (surges, spikes and sags)

Base:	Electric
Sample Size:	N= 264
Mean:	7.31
Median:	7.85

13. Provides bills that contain appropriate level of detail

Base:	Electric
Sample Size:	N= 296
Mean:	8.37
Median:	8.67

14. Provides accurate bills

Base:	Electric
Sample Size:	N= 284
Mean:	8.58
Median:	8.98

15. Makes it easy to resolve billing problems

Base:	Electric
Sample Size:	N= 260
Mean:	8.03
Median:	8.36

16. Easy to contact

Base:	Electric
Sample Size:	N= 298
Mean:	8.03
Median:	8.51

17. Provides a designated point of contact for my business needs

Base:	Electric
Sample Size:	N= 282
Mean:	7.76
Median:	8.21

18. Ease of getting to the right person to handle your request

Base:	Electric
Sample Size:	N= 279
Mean:	7.44
Median:	7.74

19. Enables personal contact when desired

Base:	Electric
Sample Size:	N= 287
Mean:	7.93
Median:	8.32

20. Responds quickly during an emergency

Base:	Electric
Sample Size:	N= 287
Mean:	8.02
Median:	8.38

21. Reps and employees with a positive attitude

Base:	Electric
Sample Size:	N= 278
Mean:	8.23
Median:	8.43

22. Takes the initiative to talk with me about my service

Base:	Electric
Sample Size:	N= 277
Mean:	6.44
Median:	6.84

23. Provides advice on improving energy efficiency to keep my costs down

Base:	Electric
Sample Size:	N= 280
Mean:	7.27
Median:	7.71

24. Builds close partnering relationships with its customers

Base:	Electric
Sample Size:	N= 270
Mean:	6.85
Median:	7.14

25. Demonstrates genuine interest in me as a customer

Base:	Electric
Sample Size:	N= 281
Mean:	7.13
Median:	7.65

26. Understanding your business needs

Base:	Electric
Sample Size:	N= 274
Mean:	7.37
Median:	7.76

27. Solving problems in a timely manner

Base:	Electric
Sample Size:	N= 286
Mean:	7.70
Median:	8.01

28. Listens to customers

Base:	Electric
Sample Size:	N= 277
Mean:	7.65
Median:	8.13

29. Provides on site power reliability/quality analysis services, when needed

Base:	Electric
Sample Size:	N= 250
Mean:	7.78
Median:	8.12

30. Demonstrates that it is trustworthy

Base:	Electric
Sample Size:	N= 292
Mean:	8.04
Median:	8.29

31. Open and honest in dealings with customers

Base:	Electric
Sample Size:	N= 287
Mean:	7.97
Median:	8.23

32. Maintains high standards of professional and ethical behavior

Base:	Electric
Sample Size:	N= 284
Mean:	8.24
Median:	8.54

33. Honors commitment

Base:	Electric
Sample Size:	N= 283
Mean:	8.08
Median:	8.35

34. Conserves natural resources

Base:	Electric
Sample Size:	N= 211
Mean:	7.42
Median:	7.75

35. Provides energy and services at prices that are fair

Base:	Electric
Sample Size:	N= 229
Mean:	7.04
Median:	7.37

36. Provides energy at predictable rates

Base:	Electric
Sample Size:	N= 288
Mean:	7.59
Median:	7.94

37. Thinking about the quality of the services you receive to what you pay for them, how would you rate the overall value you receive?

Base:	Electric
Sample Size:	N= 303
Mean:	7.53
Median:	7.74

Large Market

Question: Using a 10-point scale, with “10” meaning “excellent” and “1” meaning “poor,” please rate the way you feel about the following aspects of service provided by your local (electric) utility. How would you rate Public Service on:

Most Valued Characteristics

1. Takes the initiative to talk with me about my service

Base:	Electric
Sample Size:	N= 88
Mean:	7.49
Median:	7.97

2. Actively promotes programs and technology to save the customer money

Base:	Electric
Sample Size:	N= 83
Mean:	7.23
Median:	7.45

3. Keeps you informed of energy matters that are important

Base:	Electric
Sample Size:	N= 87
Mean:	7.91
Median:	8.25

4. Enables personal contact when desired

Base:	Electric
Sample Size:	N= 83
Mean:	8.39
Median:	8.75

5. Friendly and courteous employees

Base:	Electric
Sample Size:	N= 85
Mean:	8.88
Median:	9.16

6. Demonstrates that it is trustworthy

Base:	Electric
Sample Size:	N= 82
Mean:	8.45
Median:	8.65

7. Ease of getting to the right person to handle your request

Base:	Electric
Sample Size:	N= 89
Mean:	8.03
Median:	8.33

8. Provides bills that contain the appropriate level of detail

Base:	Electric
Sample Size:	N= 85
Mean:	8.32
Median:	8.53

9. Provides bills that are easy to understand

Base:	Electric
Sample Size:	N= 85
Mean:	7.92
Median:	8.15

10. Provides accurate bills

Base:	Electric
Sample Size:	N= 85
Mean:	8.80
Median:	8.94

11. Works to protect the environment

Base:	Electric
Sample Size:	N= 66
Mean:	7.82
Median:	8.00

12. Conserves natural resources

Base:	Electric
Sample Size:	N= 61
Mean:	7.82
Median:	8.06

13. Provides energy and services at an affordable cost

Base:	Electric
Sample Size:	N= 78
Mean:	7.55
Median:	7.65

Important Characteristics

14. Easy to contact

Base:	Electric
Sample Size:	N= 87
Mean:	8.17
Median:	8.43

15. Responds quickly during an emergency

Base:	Electric
Sample Size:	N= 83
Mean:	8.57
Median:	8.84

16. Solving problems in a timely manner

Base:	Electric
Sample Size:	N= 85
Mean:	8.25
Median:	8.30

17. Keeps me informed during an outage

Base:	Electric
Sample Size:	N= 78
Mean:	7.58
Median:	7.93

18. Builds close partnering relationships with its customers

Base:	Electric
Sample Size:	N= 77
Mean:	7.60
Median:	7.84

19. Innovative and creative in proposing solutions to my organization's energy needs

Base:	Electric
Sample Size:	N= 80
Mean:	7.61
Median:	7.82

20. Understanding your business needs

Base:	Electric
Sample Size:	N= 84
Mean:	7.79
Median:	8.05

21. Is easy to do business with

Base:	Electric
Sample Size:	N= 86
Mean:	8.56
Median:	8.74

22. Number of outages that shut down business

Base:	Electric
Sample Size:	N= 82
Mean:	8.13
Median:	8.89

23. Frequency of economic interruptions

Base:	Electric
Sample Size:	N= 77
Mean:	8.03
Median:	8.50

24. Number of nuisance outages under 1 minute

Base:	Electric
Sample Size:	N= 83
Mean:	7.95
Median:	8.66

25. Number of outages lasting more than one minute

Base:	Electric
Sample Size:	N= 81
Mean:	8.06
Median:	8.51

26. Frequency of voltage variations (surges, spikes and sags)

Base:	Electric
Sample Size:	N= 77
Mean:	7.74
Median:	8.26

27. Problem resolution fixed right the first time

Base:	Electric
Sample Size:	N= 80
Mean:	8.29
Median:	8.42

28. Reps and employees with a positive attitude

Base:	Electric
Sample Size:	N= 84
Mean:	8.68
Median:	8.87

29. Takes responsibility for problems – no buck passing

Base:	Electric
Sample Size:	N= 83
Mean:	8.01
Median:	8.24

30. Listens to customers

Base:	Electric
Sample Size:	N= 88
Mean:	8.03
Median:	8.25

31. Provides energy and services at prices that are fair

Base:	Electric
Sample Size:	N= 75
Mean:	7.76
Median:	7.80

32. Provides energy at predictable rates – no surprises

Base:	Electric
Sample Size:	N= 83
Mean:	8.05
Median:	8.15

33. Thinking about the quality of the services you receive to what you pay for them, how would you rate the overall value you receive?

Base:	Electric
Sample Size:	N= 91
Mean:	7.88
Median:	8.09

Residential

Question: Using a 10-point scale, with “10” meaning “excellent” and “1” meaning “poor,” please rate the way you feel about the following aspects of service provided by your local (electric) utility. How would you rate Public Service on:

Most Valued Characteristics

1. Provides accurate bills

Base:	Electric
Sample Size:	N= 1737
Mean:	8.64
Median:	9.04

2. Provides bills with helpful information regarding my energy use

Base:	Electric
Sample Size:	N= 1749
Mean:	8.27
Median:	8.64

3. Ease of getting connected to the right person when I phone

Base:	Electric
Sample Size:	N= 1516
Mean:	7.78
Median:	8.18

4. Number of unexpected power flickers (power goes off for a few seconds)

Base:	Electric
Sample Size:	N= 1618
Mean:	7.50
Median:	8.12

5. During an outage, provides information about efforts at power restoration

Base:	Electric
Sample Size:	N= 1528
Mean:	6.74
Median:	7.27

6. Treats customers fairly

Base:	Electric
Sample Size:	N= 1631
Mean:	8.29
Median:	8.65

7. Demonstrates that it is technologically innovative

Base:	Electric
Sample Size:	N= 1189
Mean:	7.81
Median:	8.08

8. Provides energy and services at what I consider to be an affordable cost

Base:	Electric
Sample Size:	N= 1720
Mean:	7.30
Median:	7.58

9. Provides energy and services at prices that I think are fair

Base:	Electric
Sample Size:	N= 1745
Mean:	7.27
Median:	7.54

Important Characteristics

10. Provides bills with sufficient detail for my needs

Base:	Electric
Sample Size:	N= 1885
Mean:	8.56
Median:	8.96

11. Provides bills that are easy to understand

Base:	Electric
Sample Size:	N= 1871
Mean:	8.40
Median:	8.80

12. Provides innovative and creative solutions to home energy needs

Base:	Electric
Sample Size:	N= 1389
Mean:	7.56
Median:	7.89

13. Provides info about the safe use of electricity

Base:	Electric
Sample Size:	N= 1542
Mean:	8.23
Median:	8.67

14. Works to protect the environment

Base:	Electric
Sample Size:	N= 1202
Mean:	7.88
Median:	8.18

15. Provides info about changes in prices, service options, and regulations

Base:	Electric
Sample Size:	N= 1693
Mean:	7.87
Median:	8.29

16. Ease of contact for non-emergency info or service

Base:	Electric
Sample Size:	N= 1422
Mean:	7.92
Median:	8.29

17. Provides info about the cause of outage

Base:	Electric
Sample Size:	N= 1382
Mean:	7.96
Median:	8.41

18. Adequate service coverage-able to deal with a problem in my area anytime

Base:	Electric
Sample Size:	N= 1552
Mean:	7.95
Median:	8.28

19. Efficiency in providing and coordinating energy-related services

Base:	Electric
Sample Size:	N= 1306
Mean:	7.83
Median:	8.06

20. Number of power outages lasting more than one hour

Base:	Electric
Sample Size:	N= 1573
Mean:	7.20
Median:	8.11

21. Provides uninterrupted electricity flow

Base:	Electric
Sample Size:	N= 1791
Mean:	8.15
Median:	8.61

22. Provides quick restoration from power outages

Base:	Electric
Sample Size:	N= 1790
Mean:	8.05
Median:	8.41

23. Provides information on the cause of outage

Base:	Electric
Sample Size:	N= 1382
Mean:	7.96
Median:	8.41

24. Easy to contact about power outages

Base:	Electric
Sample Size:	N= 1482
Mean:	6.61
Median:	7.24

25. Provides information regarding ways to save on energy bills

Base:	Electric
Sample Size:	N= 1701
Mean:	8.07
Median:	8.46

26. Actively promotes energy-efficiency programs

Base:	Electric
Sample Size:	N= 1604
Mean:	8.08
Median:	8.46

27. Ease of scheduling non-emergency services at my home at a time convenient for me

Base:	Electric
Sample Size:	N= 1365
Mean:	7.88
Median:	8.23

28. Provide timely responses to requests for non-emergency information or service

Base:	Electric
Sample Size:	N= 1311
Mean:	7.98
Median:	8.25

29. Ease of correcting billing problems

Base:	Electric
Sample Size:	N= 1296
Mean:	8.09
Median:	8.49

30. Provides help for customers who have financial troubles paying bills

Base:	Electric
Sample Size:	N= 1054
Mean:	7.94
Median:	8.47

31. Demonstrates that it is a progressive company

Base:	Electric
Sample Size:	N= 1350
Mean:	8.04
Median:	8.34

32. Conserves natural resources

Base:	Electric
Sample Size:	N= 1152
Mean:	7.61
Median:	7.83

33. Willing to change how it does things to meet my needs

Base:	Electric
Sample Size:	N= 1104
Mean:	7.17
Median:	7.44

34. Honors commitment

Base:	Electric
Sample Size:	N= 1451
Mean:	8.28
Median:	8.65

35. Demonstrates that it is a stable, dependable company for the long term

Base:	Electric
Sample Size:	N= 1772
Mean:	8.68
Median:	9.08

36. Friendly, courteous employees

Base:	Electric
Sample Size:	N= 1724
Mean:	8.66
Median:	9.06

37. Respects me as a customer

Base:	Electric
Sample Size:	N= 1624
Mean:	8.29
Median:	8.73

38. Is easy to do business with

Base:	Electric
Sample Size:	N= 1720
Mean:	8.46
Median:	8.79

39. Demonstrates that it is trustworthy

Base:	Electric
Sample Size:	N= 1506
Mean:	8.20
Median:	8.60

40. Provides service that is worth the cost

Base:	Electric
Sample Size:	N= 1545
Mean:	7.59
Median:	7.89

Agricultural

Question: Using a 10-point scale, with “10” meaning “excellent” and “1” meaning “poor,” please rate the way you feel about the following aspects of service provided by your local (electric) utility. How would you rate Public Service on:

Most Valued Characteristics

1. Connecting to the right person to handle requests

Base:	Electric
Sample Size:	N= 707
Mean:	7.27
Median:	7.63

2. Responding to requests in a timely manner

Base:	Electric
Sample Size:	N= 712
Mean:	7.54
Median:	8.03

3. Number of outages lasting more than 1 minute

Base:	Electric
Sample Size:	N= 755
Mean:	7.63
Median:	8.15

4. Length of the longest outage

Base:	Electric
Sample Size:	N= 741
Mean:	7.36
Median:	7.69

5. Availability of stray voltage analysis

Base:	Electric
Sample Size:	N= 680
Mean:	6.06
Median:	5.79

6. Availability of power quality analysis

Base:	Electric
Sample Size:	N= 664
Mean:	6.21
Median:	5.86

7. Availability of technical advice on energy use and equipment

Base:	Electric
Sample Size:	N= 682
Mean:	6.84
Median:	6.25

8. WPS is easy to do business with

Base:	Electric
Sample Size:	N= 729
Mean:	7.63
Median:	7.99

9. WPS builds close partnering relationships with its customers

Base:	Electric
Sample Size:	N= 709
Mean:	6.94
Median:	7.10

Important Characteristics

10. Getting accurate information for your requests

Base:	Electric
Sample Size:	N= 702
Mean:	7.17
Median:	7.49

11. Solving your problem in a timely manner

Base:	Electric
Sample Size:	N= 708
Mean:	7.54
Median:	8.01

12. Number of brief outages or blinks of less than 1 minute

Base:	Electric
Sample Size:	N= 754
Mean:	7.50
Median:	7.96

13. Number of voltage variations

Base:	Electric
Sample Size:	N= 696
Mean:	6.99
Median:	7.17

14. Availability of energy marketing and brokerage services

Base:	Electric
Sample Size:	N= 655
Mean:	5.87
Median:	5.57

15. Availability of advice on management and energy purchasing

Base:	Electric
Sample Size:	N= 672
Mean:	6.18
Median:	5.84

16. WPS respects me as a customer

Base:	Electric
Sample Size:	N= 727
Mean:	7.65
Median:	8.02

17. WPS works to protect the environment

Base:	Electric
Sample Size:	N= 705
Mean:	7.38
Median:	7.72